

NATIONAL PUBLIC AFFAIRS

PROGRAM OUTLINE

- DRAFT -

[Nov. 9, 1974]



Arctic Gas

665.5451409719
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ALASKAN ARCTIC GAS PIPELINE COMPANY

CANADIAN ARCTIC GAS PIPELINE LIMITED

A323 National Public Affairs program outline; draft,
by Alaskan Arctic Gas Pipeline Company &
Canadian Arctic Gas Pipeline Limited. Anchorage

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Public Affairs Department

Alaskan Arctic Gas

November 9, 1974

NATIONAL PUBLIC AFFAIRS PROGRAM OUTLINE

Mission of the U.S. Public Affairs effort is to support government affairs activities aimed at achieving certification, and to the extent necessary in the public arena, demonstrate the superiority of the Arctic Gas project over any competing proposal.

Objectives

1. To give national presence to the Arctic Gas message:
 - a) Arctic Gas represents the theme, "New Natural Gas For All America".
 - b) Arctic Gas will provide all the major market areas of the country with more Alaskan gas than could El Paso.
 - c) Arctic Gas will provide American consumers with Arctic Gas at the cheapest possible cost.
 - d) Arctic Gas will transport the resource to market in the most environmentally sound manner possible.
 - e) Arctic Gas represents a cooperative, international effort which will have the effect of increasing North American energy supplies by about 7%.

2. To inform and develop all possible support from our primary publics:
 - a) general public, south 48.
 - b) various publics, Washington, D.C.
 - c) general public, Alaska.
 - d) legislative publics.
 - e) labor unions.
 - f) general industry.
 - g) petroleum industry.
 - h) environmentalists.
 - i) media representatives.

3. To coordinate cooperative programs with member companies.

Current And Continuing Programs

(outlined under Tab A)

1. media tours
2. publications
3. film programs
4. news distribution
5. displays
6. editorial correspondence
7. corporate presence
8. endorsement program
9. coordinated programs, public affairs committee
10. government affairs program
11. environmental program

Expanded Grass Roots Program

A grass roots program using national agency support can be organized in a manner which does not substantially alter the public affairs budget, but which provides maximum flexibility and strength for response to serious challenges. National agency support would be required to supplement staff and management activities outlined above.

Primary objective of national agency activities will be to assist in mobilizing public support among opinion leaders so that the Arctic Gas project is politically feasible, and selected.

Activities of the national agency will include:

1. Research.
Survey of where we stand with Congress and other important decision-making elements on a regional and grass roots basis. Profile the opposition, which apparently is potent. Survey editorial positions, past and current news media coverage.
2. Position papers.
Counter-arguments to opposition positions will be developed and tailored to regional areas.
3. Organization.
The team must be coordinated to cover important areas of the United States (government affairs counsel in Washington seems to indicate that grass roots support is required from key sections to be served in the Midwest, West and East.)

Agency will assist in coordination efforts of supportive elements.

4. News media.

As soon as gas supply agreements are firm, it will be necessary to have a series of press conferences in key sections of the country, combined with visits to opinion leaders. The agency will assist in: coordinating this program; updating press kits; disseminating arguments against El Paso; and providing hard news which should be personally distributed to important news media by members of the agencies, staff, and member company teams. Editorial support will be sought. News bureaus may be established, using agency offices to provide continuing press contact and available information on call.

5. Personal appearances.

A list of qualified speakers -- a bureau of experts -- should be developed nationwide and supplied with appropriate speaking materials and visual aids, to develop regional platform appearances. Top Arctic Gas and owner company executives and others in positions of authority should be programmed in the top level platforms. Platforms are not an end in themselves, but a means to increasing visibility through publicity, and contact with opinion leaders.

6. Agency will assist in identifying targets, and initiating an effort to obtain endorsements from sympathetic organizations, or at least to neutralize potential endorsement of opposition proposals. It is a project involving personal contact and direct mail.

Advantages of agency support in national program:

1. It provides ability to make instantaneous response to the El Paso challenge.
2. It provides direct local contact nationwide in behalf of Arctic Gas.
3. It enables an entire organization to become prepared for a program such as that described above, without the necessity of substantially increasing Arctic Gas staff.

Budget

Incorporating the national agency program would require only a modest estimated increase in the Arctic Gas public affairs budget. It is primarily an organizational decision.

Under Tab B is a recommended budget, which includes national agency support.

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PROGRAMS

The following general and specific programs are designed to reach the publics and meet the objectives outlined above.

General Programs

A. Media tours. Staff is anticipating two major media tours to take place in the spring and fall of 1975, in addition to cooperative tour efforts with North Slope producers.

B. Publications. The official Arctic Gas brochure should be completed before Christmas. This as well as other publications such as maps, fact sheets, and participant lists will be upgraded as the situation changes.

C. Film program. Staff is completing modification of the Arctic Gas environmental film. A two part program will be conducted in 1975: (1) We will continue distribution of the film, through Modern Talking Pictures, to television stations nationwide. (2) through Association-Sterling Films, we will participate in a Theater Cavalcade report on oil and gas in Alaska, a short feature to be distributed to first run movie houses nationwide. Alyeska Pipeline Service Company is also participating in this venture.

D. News distribution. We have used and will continue to use the full range of news distribution services available in the United States today. Hard news will be distributed to target media. Feature releases will be used to supplement an ongoing public information program.

E. Displays. One portable display unit is currently being completed, which will be used in major trade shows and other appropriate events. Another display unit for semi-permanent use in public locations in Alaska is being designed.

F. Editorial correspondence. The Arctic Gas Public Affairs department maintains a continuing correspondence with editors in an effort to (1) express our appreciation for favorable editorials, (2) provide them with additional information to supplement news stories, and (3) supply response to negative editorials or stories.

G. Corporate presence. We will continue to seek public awareness of our project through use of speeches and associated news activities, and other community relations programs.

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H. Endorsement program. Where propitious and feasible, endorsements from various publics will be sought and fed into the government affairs effort.

I. Coordinated programs, Public Affairs Committee. The Arctic Gas Public Affairs staff can avoid undue expansion and addition of personnel by relying on grass roots support from Public Affairs Committee members. It would be helpful if Committee members could report supportive efforts during meetings. This support should include: (a) editorial and news support in company publications, (b) use of Arctic Gas material in displays and exhibits, or scheduling of Arctic Gas exhibit in local areas, (c) dynamic program to stimulate editorial support in key local newspapers, (d) support for government affairs function, in seeking endorsements from associations, influential organizations, key city councils, governors, and state legislatures -- as well as participation in Arctic Gas' Washington government affairs program, (e) public endorsement of the Arctic Gas project by member company management in speeches and correspondence to various influential publics.

J. Government affairs program. The Washington office will continue to supervise Washington government affairs efforts, in cooperation with owner company government affairs personnel in the Capital. A grass roots support program initiated in the fall of this year will be continued through 1975. This involves the cooperation of member companies, and their affiliates around the country.

Specific Programs

A. Alaska. In the continuing effort to diffuse El Paso's ~~off~~ensive in Alaska, Arctic Gas will continue a modest donations and public service advertising program. Community relations efforts such as scholarship, Bicentennial, and Fur Rendezvous participation will be continued to the limits of personnel and time. Support of and participation with various state association will continue to benefit our stand in the state.

B. Washington. Our Washington Public Affairs effort will continue to focus on liaison with major news media representatives, with national association and organization management, and with federal agency and Congressional staffs working in the Public Affairs area. Our Washington office will supplement national news and feature distribution programs. During the time of public hearings, the Washington Public Affairs office will be responsible for summarizing daily events and telexing them to participants and staff. To assist in distribution and reporting activities, the Washington Manager of Public Affairs will require occasional, hourly assistance of a Public Relations agency.

(see attached outline)

November 4, 1974

WASHINGTON PUBLIC AFFAIRS

I. CURRENT PROGRAM

Objectives

1. Inform media of benefits of Arctic Gas pipeline.
2. Support Government Relations program.
3. Develop liaison with Washington-based national business, industrial and consumer organizations.
4. Assist with national Public Affairs program as required.
5. Coordinate activities with local representatives of member companies.
6. Inform Alaskan and Canadian offices of important federal developments and energy news reports.

Program

1. Systematic personal contact of major media, news syndicates and government information offices.
 - A. Preparation and distribution of news releases, articles and other Arctic Gas materials.
 - B. Arrangement of press conferences and interviews for Arctic Gas officials when warranted.
2. Coverage of energy-related meetings in Washington and providing Arctic Gas input where possible.
3. Establishing liaison with national industry, trade and business organizations to provide Arctic Gas input and visibility.
4. Acting as Arctic Gas information center and responding to queries from media, government, environmental groups, industry and consumer organizations in Washington.

5. Monitoring and reporting Arctic Gas hearings in Washington and providing daily summaries of testimony for management and member companies.
6. Collecting and classifying gas industry data to clarify and support Arctic Gas positions.
7. Reviewing Congressional Record, government bulletins, news summaries, energy reports, and publications and alerting Arctic Gas offices to significant developments.
8. Arranging periodic public relations activities (i.e. Arctic Gas film showings, and securing agreement for film segments to be included in nationally-syndicated educational program, "Science Screen Report.").
9. Circulating Arctic Gas facts, publications and materials to influential groups.

WASHINGTON PUBLIC AFFAIRS

II. PROPOSED EXPANDED ACTIVITIES

It is suggested that consideration be given to strengthening the Washington public affairs program by one or both of the following methods:

- (1) Adding one full-time media-trained writer to the Washington staff and/or
- (2) Employing a public relations agency for limited activity in Washington.

Staff Addition Advantages:

1. A proportionately increased number, depth and scope of media contacts.
2. Greater research and writing capability which should provide for more effective communications and production of special features for exclusive publication.
3. Added ability to cope with fast-breaking new developments.
4. More thorough cultivation of liaison with national associations, government bodies and industrial and consumer organizations.
5. Greater followup and development of public relations opportunities.
6. Continuous, sustained communications activity when one member is attending meetings or conferences.

Agency Assistance Advantages

1. Strengthened media contact program.
2. On tap availability of experienced writing and research staff familiar with Arctic Gas project to supplement permanent staff activity and distribution.
3. Mass mailing and distribution facilities.
4. Independent evaluation and counseling service.

5. Wide intelligence network to spot significant energy developments.

Typical Agency Activities

1. Arranging for selected interviews of Arctic Gas officers on radio and TV news shows originating or having input from Washington.
2. Setting up editorial board briefings of national publications centered in Washington.
3. Stimulating special feature interest by important national magazines.
4. Preparing briefings for national associations located in Washington.
5. Multiplying TV use and effectiveness of Arctic Gas filmed shorts.
6. Cultivating natural industrial and business allies whose interests coincide with Arctic Gas.
7. Assisting staff to prepare member company support guidelines and unified theme materials for local use.
8. Providing blanket coverage of energy hearings.
9. Arranging for speakers on national programs.
10. Preparing specialized publications and handout pieces.
11. Building liaison and support from consumer groups.

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ALASKAN ARCTIC GAS STUDY COMPANY PUBLIC AFFAIRS PROPOSED BUDGET - CY1975

<u>CODE</u>		<u>YEAR</u>	<u>1ST HALF</u>
101	<u>Northern Tours</u>	\$40,000.00	20,000.00
	One media tour in the spring and one in the fall, and un-planned tours in cooperation with North Slope Producers		
	Sub-total	40,000.00	20,000.00
103	<u>Publications</u>		
	(i) Press Kits	2,000.00	1,000.00
	(ii) major brochure	12,000.00	6,000.00
	(iii) environmental folder	3,000.00	3,000.00
	(iv) speech folders	3,000.00	2,000.00
	(v) maps	3,000.00	2,000.00
	(vi) fact sheets	3,000.00	3,000.00
	(vii) white paper	5,000.00	5,000.00
	sub-		
105	<u>Corporate Donations & Community Relations</u>	31,000.00	21,000.00
	Fur Rendezvous participation and monthly support of continuing community relation activities (i.e. Tundra Times, Scholarships, etc.)		
	Sub-total	24,000.00	12,000.00
106	<u>Film Production</u>	18,000.00	9,000.00
	National distribution of film		
	Sub-total	18,000.00	9,000.00
107	<u>Information Services (Alaska)</u>		
	(i) Photo Support	5,000.00	2,500.00
	(ii) News Conferences	1,000.00	500.00
	(iii) Business Meetings	1,000.00	500.00
	(iv) TV News Clips	5,000.00	2,500.00
	(v) Public Affairs/Graphics	18,000.00	9,000.00
	Agency		
	Sub-total	30,000.00	15,000.00

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Information Services (National)

(i) Distribution Services (i.e.

P.R. Aids, PR Newswire,
Business Wire)

12,000.00

6,000.00

(ii) Agency services:

--national

6 months @ \$4,500.00

27,000.00

27,000.00

6 months @ \$2,500.00

15,000.00

-nil-

(optional)

Expenses @ \$8,000.00

8,000.00

6,000.00

--Washington

18,000.00

9,000.00

--Lower Midwest

12,000.00

6,000.00

Subtotal

\$92,000.00

\$54,000.00

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Library & Subscription Services

(i) National Clips

500.00

250.00

(ii) Alaska Clips

300.00

150.00

(iii) Electronic Monitoring

1,200.00

600.00

(iv) Subscriptions

3,600.00

1,800.00

Sub-total

5,600.00

2,800.00

111

Advertising

(i) Public Service Print

6,000.00

3,000.00

(ii) Institutional Print

12,000.00

6,000.00

(iii) Institutional and Public Service
(Electronic Media)

12,000.00

6,000.00

Sub-total

30,000.00

15,000.00

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Displays & Exhibits

(i) Design and Construction

10,000.00

5,000.00

(ii) Rental Space

5,000.00

2,500.00

Sub-Total

15,000.00

7,500.00

114

Public Opinion Research

6,000.00

3,000.00

Sub-total

6,000.00

3,000.00

Totals-----

\$ 291,600.00

\$ 159,300.00

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ALASKAN ARCTIC GAS STUDY COMPANY

PUBLIC AFFAIRS PROPOSED BUDGET SUMMARY - CY1975

<u>Code & Item</u>	<u>YEAR</u>	<u>1st Half</u>
101 Northern Tours	\$ 40,000.00	\$20,000.00
102 Northern Community Visits	NIL	NIL
103 Publications	31,000.00	21,000.00
104 Northern Information Programs	NIL	NIL
105 Corporate Donations	24,000.00	12,000.00
106 Film Production & Distribution	18,000.00	9,000.00
107 Information Services (Alaska)	30,000.00	15,000.00
108 Information Services (National)	92,000.00	54,000.00
109 Library & Subscription Services	5,600.00	2,800.00
110 Corporate I.D. Program	NIL	NIL
111 Advertising	30,000.00	15,000.00
112 Displays & Exhibits	15,000.00	7,500.00
114 Public Opinion Research	<u>6,000.00</u>	<u>3,000.00</u>
TOTAL	\$ 291,600.00	\$ 159,300.00

(Salaries and costs of travel, office, association memberships and participation are included in administrative costs.)

ALASKA NATURAL GAS TRANSPORTATION SYSTEM
ENVIRONMENTAL IMPACT STATEMENT INTERAGENCY TASK FORCE

July 17, 1974

